

**WPLW
102.5 - FM
HILLSBOROUGH, NC**

ISSUES AND PROGRAMS REPORT

FOR

STATION WPLW

3rd QUARTER 2012
(July 1st - September 30th)

Compiled by:
Mike Biddle, Assistant Program Director

Radio station WPLW-FM has compiled a list of issues those area residents feel are a major concern to the Raleigh-Durham Metropolitan (MSA). WPLW-FM conducts regular ascertainment of community leaders, businesspersons, and residents of our coverage area to determine the issues of importance to our listeners.

WPLW-FM utilizes this list as a basis for our programming response to selected issues each quarter. Typically WPLW-FM addresses the issues in its Sunday program called "Carolina Close-Up", and thru a series of live and pre-recorded announcements.

The current issues as of September 30th, 2012 included:

Q3 2012

ISSUES:

1. Crime/Drugs
2. Family/Youth/Elderly
3. Economy
4. Growth/Roads/Transportation/Traffic
5. Education
6. Housing
7. Environment/Health
8. Private/Public/Accountability
9. National Security
10. Politics

Carolina Newsmakers

3rd Quarter 2012

"Carolina Newsmakers" is a weekly public affairs program hosted by Curtis Media Group owner Don Curtis. It features interviews with North Carolina leaders in government, policy, education, research and other areas.

07-01-12

Interview with Dr. Andy Taylor, political science professor, NC State University.

Issues covered: 2012 state elections; analysis of governor Beverly Perdue's term in office as governor; governor Perdue's use of the veto; 2008 election; 2010 mid-term elections and the new republican majority in the NC general assembly; the recession; state revenue; Pat McCrory's strategy to win the governor's race in 2012; campaign finance and campaign spending; the June governor's debate; redistricting; the growth of urban areas in NC; North Carolina as a "battleground state"; gerrymandering; review of NC congressional districts; democratic national convention in Charlotte in September; political advertising and political action committees; super PACs; the electoral college and projected electoral votes for each candidate for president. 3, 4, 6, 10

07-08-12

Interview with Ran Coble, executive director, NC center for public policy research.

Issues covered: short session vs. Long session of the NC general assembly; state budget; NC general assembly overriding the governor's vetoes; governor Perdue as a "lame duck" governor; the recession and economic recovery; NC education reform; literacy; teacher tenures and tax credits for non-public schools in NC; hydraulic fracturing; NC house rules and procedures; NC mining commission; NC energy and mining commission; natural gas exploration and the closeness of shale to ground water in the possible mining areas in NC; state-sanctioned gambling in North Carolina; Cherokee Indian reservation casinos; video sweepstakes; July runoff elections in NC; voter turnout; state tax reform; repealing corporate income taxes; NC center for public policy research. 3, 4, 7, 8, 10

07-15-12

Interview with Dr. Peter Ubel, professor of marketing, Duke Fuqua School of Business; and professor of public policy at Duke Sanford School of Public Policy; and physician at Duke Medical School.

Issues covered: health, healthcare, and medical research; behavioral economics; medical costs; "Obamacare" and health insurance; veterans administration; drug companies and drug costs; hospitalization; Medicare and Medicaid; local, state, and federal government; cancer research;

end-of-life care; patient's quality of life; palliative care; medical care alternatives; consumerism and consumer awareness; affordable care; nutrition and obesity; patient preferences and medical care. 2, 3, 7, 8, 10

07-22-12

Interview with Robert Orr, former NC supreme court justice; former executive director for the NC institute for constitutional law; and current law partner at Poyner Sruill, LLP.

Issues covered: litigation; NC appellate courts; NC institute for constitutional law; NC utilities commission; duke energy/progress energy merger; juveniles defined by NC court system and NC law; crime rate in North Carolina; population growth; the recession; poverty; legal and illegal immigration; Hispanic and racial issues; sports litigation; UNC football scandal; higher education in North Carolina; money and college athletics; eligibility/graduation rates of college athletes; education; NCAA. 1, 2, 4, 5, 6, 7, 10

07-29-12

Interview with Rufus Edmisten, former NC secretary of state, NC attorney general, and is head of the law group at Edmisten, Webb, and Moore.

Issues covered: education; politics; Watergate, the Watergate tapes, and the Watergate committee; US congress and the US supreme court; federal government; profile of US senator from North Carolina, Sam Ervin; media and communications; institute of political leadership. 3, 5, 10

08-05-12

Interview with Beth Wood, NC state auditor

Issues covered: state government; NC council of state offices; NC state auditor's office; NC state agencies; performance audits; NC general assembly; state employees; non-profits; state and federal grants; ethics; state budget cuts; population growth; fraud; transportation. 3, 5, 10

08-12-12

Interview with Lynn Minges, assistant secretary of tourism, marketing and global branding for the NC department of commerce

Issues covered: NC tourism; the recession, the economy, and economic recovery; NC geography; transportation; media and communications; marketing; global branding; business and industry; NC film industry and the money generated; tax credits and incentives for the film industry, and other tax credits for business; NC infrastructure; NC outdoor dramas. 2, 3, 4, 10

08-19-12

Interview with Billy Ray Hall, president, NC rural economic development center

Issues covered: NC rural areas; agricultural issues; the global economy; economic development; NC geography; NC manufacturing; NC university system and NC community college system; the recession; rural development; job creation; business and industry; high school graduation rates; vocational training; transportation; rail development; North Carolina ports; senior issues; legal and illegal immigration; population growth; tax reform; the rural center; food processing; NC tax system; income and sales taxes; NC's tax structure; science and technology. 2, 3, 4, 5, 7, 10

08-26-12

Interview with John Hood, president and chairman of the John Locke foundation

Issues covered: the John Locke foundation; economic stagnation, economic growth, and economic recovery; economic stimulus packages; the federal reserve; Medicare and Medicaid; health care, health insurance, and "Obamacare" 2012 elections; rural/urban issues; tax reform and regulatory reform; public and private infrastructure; employment/unemployment; contrasts in measuring North Carolina's economic growth; corporate income taxes; redistricting; republican majority in the NC state legislature; population growth; how North Carolina's geography and urban and rural areas affect voting patterns. 2, 3, 4, 6, 7, 8, 10

09-02-12

Interview with Dana Cope, executive director, State Employees Association of North Carolina (SEANC).

Issues covered: SEANC; state government; state employees; trade unions and collective bargaining; 2012 NC governor's race; labor unions; the NC tax code and tax reform; incentives for business and industry; tax subsidies; consumerism; employment/unemployment; job creation and economic recovery; education; 2012 presidential race; campaign strategies; negative political ads; leadership in the NC general assembly. 3, 4, 5, 7, 10

09-09-12

Interview with Nick Petro, warning coordinator meteorologist at the national weather service office in Raleigh.

Issues covered: NWS office in Raleigh; the environment; hurricanes and weather models; exceptional drought in the Midwest; barometric pressure; the jet stream; El Nino; North Carolina's geography/topography; forms of precipitation; the distinction between sleet and

freezing rain; predicting hurricane tracks; climatological data; NC tornadic activity; width and breadth of tornados; NC rainfall and flooding. 2, 7

09-16-12

Interview with Gary Pearce, chief political advisor for governor Jim Hunt, and former press secretary, and chief speechwriter for Governor Hunt. Mr. Pearce shares a blog with Carter Wrenn, "Talking About Politics."

Issues covered: politics and political parties; registered voters and independent voters; RNC and DNC conventions; definitions of liberals and conservatives; 2012 presidential elections; analysis of political advertising; truth in advertising; the recession and the economy; campaign fundraising and contributions to campaigns; social media; the internet and its effects on the newspaper industry; analysis of governor Bev Perdue and her decision to not seek re-election. 3, 10

09-23-12

Interview with Gary Bartlett, executive director, NC State Board of Elections

Issues covered: 2008 election and the 2012 election; NC State Board of Elections; county board of elections; election day, November 6th, 2012; primary election and general election; NC voting ranks; registered voters in North Carolina; population growth in North Carolina; independent/unaffiliated voters; analysis of democratic/republican voters and independent voters; early voting; ballots and procedures during voting; partisan and non-partisan races; write-in votes and counting write-in votes; voter identification in North Carolina and other states. 3, 8, 10

9-30-12

Interview with Ron Scofield, Director of Research and Policy Development for the "think tank" North Carolina Policy Watch.

Issues covered: Liberal/conservative philosophies/values; "attack" political ads; free speech; civil liberties union; campaign spending; broadcasting companies' review of political ads; PACs and super PACs; parameters of the first amendment; government censorship of free speech; US criminal justice system; analysis of wake county school board and the election of school board members; social issues; ideological differences across America; state/federal budgets; public education; primary and secondary education; teacher's salaries; non-profit and for-profit charter schools; NC governor's race; review of pat McCrory's and Walter Dalton's campaigns; 2012 election forecast. 1, 2, 3, 5, 6, 7, 8, 10

RECORDED PUBLIC SERVICE ANNOUNCEMENTS

PSA – GRCVB

Spot Title: GRCVB History – Cultural Events – Brewery - Restaurants
Length: 30
of spots/air dates: 181 spots 7/1 – 8/31
Issues: 3

PSA – Cornucopia House

Spot Title: Recruit Golfers
Length: 30
of spots/air dates: 130 spot 7/1 – 8/5
Issues: 2, 6

PSA – Golf for Kids

Spot Title: Golf Fore Kids
Length: 30
of spots/air dates: 15 7/4 – 7/8
Issues: 2, 5

PSA – July 4th

Spot Title: July 4th 2012
Length: 30
of spots/air dates: 24 7/1 – 7/4
Issues: 2

PSA – MDA

Spot Title: MDA PSA
Length: 30
of spots/air dates: 15 spots 8/30 – 9/1
Issues: 2, 7

PSA – Shape Up Downtown

Spot Title: Shape Up Downtown PSA
Length: 30
of spots/air dates: 10 spots 9/28 - 9/30
Issues: 2, 7

PSA – WakeMed Scrub Run

Spot Title: WakeMed Scrub Run Fun Fest
Length: 30
of spots/air dates: 5 spot 9/28
Issues: 2, 7

PSA – Walk For Hope

Spot Title: Walk For Hope 2012 PSA

Length: 30

of spots/air dates: 6 9/29 – 9/30

Issues: 2, 7

PSA – NCMA Still Life Masterpiece

Spot Title: Coming Soon

Length: 30

of spots/air dates: 10 spots 9/29 – 9/30

Issues: 2, 5

LIVE BROADCAST – PUBLIC SERVICE EVENTS**PSA – Downtown Raleigh Fireworks**

Date: 7/4

Time: 5p-7p

WPLW took part in a 2 hour live broadcast to help bring attention to the Downtown Raleigh fireworks celebration. It was the first year that the city of Raleigh hosted fireworks in downtown. The event was free and open to the public.